

## Statement of Legal Action

**City of Sedona  
Citizens Steering Committee for  
Sedona Community Plan Update  
Vultee Conference Room, Sedona City Hall, Sedona, AZ  
Tuesday, March 1, 2011 - 3:00 p.m.**

**1. Verification of Notice, Call to Order, and Roll Call.**

Chairman Eaton called the meeting to order at 3:04 p.m.

**Committee Members Present:** Chairman James Eaton, Committee Members Mike Bower, Barbara Litrell, Elemer Magaziner, Judith Reddington and John Sather. Vice Chairman Jon Thompson and Angela LeFevre joined the meeting by conference call. Gerhard Mayer was absent. Marty Losoff was excused.

**Staff Present:** Mike Raber and Kathy Levin

**2. Public Comment regarding the update of the Sedona Community Plan– limit of three minutes per person. (10 minutes)**

There was no public comment.

**3. Staff overview and discussion regarding the current Sedona Community Plan. (55 minutes)**

**Mike Raber:** The PowerPoint presentation and staff narration covered the following topics: What is the Community Plan; Elements in the Plan; the Plan as a guide for policies and actions; Background information; Current Data; Population and Housing Unit data; a series of Maps on existing land use, land use changes (built and vacant) over time Regional Map; Growth policies that support the Plan; Future Land Use Map and Zoning Map; and Land Base Data.

**Comments and Questions:**

The committee's comments are relevant to this agenda item and agenda item # 4 below regarding the scope of the first public meeting.

- Convey commercial area, approved projects, and development capacity so that the public understands what “build-out” really could mean.
- Keep “Present Condition” simple, less maps, pictorial emphasis, basic concepts
- Use a glossary for planning terminology
- Explain the philosophy behind the concept
- Go to the community in layers; also in assembling the Plan
- Focus on the accomplishments
- Identify the deficiencies

- For “Where are We Going”?

Consider having the community create a “Thought Book” as homework during the summer, or “100 Great Ideas for Sedona”

- Purpose:

Ensure public understands they are part of the process

Answer the question, “Why Are We Doing This?”; importance of Plan to Sedona’s future (*Sedona is special*).

Address development capacity and other issues

“Where are We Now?” – Address with facts, success, failures

Emphasize that this is a conversation with the public; not an issue identification focused meeting.

Provide for Q&A

- No speaker at the first meeting
- Follow first meeting with a Grand Opening for the “Community Room” (this helps to highlight transparency)
- Get the largest venue possible (SRRHS Performing Arts Center)
- Target May 2011
- Have a great video introduction that focuses on the community’s greatness (utilize people like Jim Eaton, Steve DeVol; KSB Photo contest; Sedona the Movie)
- This is not a slide presentation of “What Could We Be?”
- Should there be a facilitator? Some free-for-all is OK at this meeting but downplay as input-gathering
- May take questions about specific items (“Guided Discovery” method)
- Day of week for meeting is not yet clear (Thursday, Friday, Saturday and Sunday)
- Networking would be valuable to find key leaders to spread the word

#### **4. Discussion/consensus regarding community outreach and first community event/meeting. (40 minutes)**

Regarding the Committee’s interaction with commissions, there was agreement to have staff go to each body to discuss the Plan status; determine the information they want to get out; get updated current conditions; identify the issues commissions see that the public may raise and what the commissions want to know, using the idea of “Guided Discovery” as a prompt. At a later date, the commissions will be involved more in the process and in the development of the draft Plan. At this time, the commissions will not do their own outreach until the committee can discuss community feedback steps.

There is consensus on waiting until there is an event to promote to meet with community organizations. In the interim, staff will send an e-mail. Committee members volunteered to assist staff in meeting with the Sedona-Oak Creek School board. Representatives from the USFS/Red Rock Ranger District will be invited to a committee meeting after the May community meeting is held.

Angela LeFevre volunteered to keep the committee updated on the County re-districting process.

Mike Bower suggested using the Community Room for all meetings.

#### **5. Reports from Citizens Steering Committee working teams. (5 minutes)**

No reports were made.

#### **6. Discussion/consensus regarding additions to the Planning Process. (5 minutes)**

This agenda item was not discussed.

#### **8. Update on feedback from the Sedona Planning and Zoning Commission regarding the Citizens Steering Committee Scope, Public Participation Procedures and Planning Process. (5 minutes)**

This agenda item was not discussed.

**9. Discussion regarding future meeting dates, agenda items, and update on budget. (5 minutes)**

Tuesday, March 15, 2011 – 3:00 p.m.

Tuesday, April 5, 2011 – 3:00 p.m.

Tuesday, April 19, 2011 – 3:00 p.m.

**10. Adjournment.**

The meeting ended at 5:27 p.m.

I certify that the above is a true and correct summary of the meeting of the Citizens Steering Committee held on March 1, 2011.

\_\_\_\_\_  
Kathy Levin, Associate Planner

\_\_\_\_\_  
Date